

To: HAMPTON CITY FINANCE  
22 LINCOLN ST  
HAMPTON  
VA

Ad Number: 1500279  
Team Name: ROAD  
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MARCH 6, 2003

# Hampton CITY PAGE Your Tax Dollars at Work

BROUGHT TO YOU BY THE CITY OF HAMPTON ON 1ST & 3RD THURSDAYS

## Why the Power Plant?

When the sign first went up did you think Hampton was getting a new power supply? Well, in a sense it is. The Power Plant is a way to pump some power back into Hampton's retail sales revenue.

### History of Retail Sales in Hampton

Between 1976 and 1988 Hampton's retail sales grew by 6.73% annually. During this time Hampton had two thriving malls in Newmarket North and the Coliseum Mall. Because of the strong retail sales during this time, Hampton was able to reduce the real estate tax nine times.

Unfortunately the retail sales growth slowed to 1.17% annually between 1989 and 2001. This change caused a significant decrease in retail sales revenue for the City.

### Why Retail?

There are a number of avenues the City can pursue in order to increase its revenue base. However, after extensive examination of the alternatives it was determined that retail sales offered the City one of the best solutions.

The local tax structure relies heavily on sales and meals taxes. The City receives 1% of the sales tax, 6.5% of the tax on meals, and 10% on admissions tax. The Power Plant is intended to make Hampton the Peninsula's premier retail destination.

### What Will the Power Plant Accomplish?

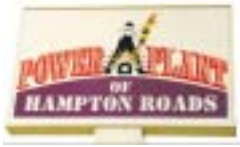
Recognizing the slow growth of most major sources of City revenue, it is important to develop new ways to increase it. Either the City can choose to do nothing and continue to increase real estate taxes and reduce services - or the City can make the most of its resources and continue to try to make improvements.

The Power Plant's themed restaurants and unique retail and entertainment locations will make Hampton an even more attractive place for visitors and City residents.

Furthermore, the Power Plant will generate substantial tax revenues, maximize the development of a strategic geographic area, recapture Hampton shoppers, strengthen a prime commercial corridor, and stimulate spin-off private investment that would otherwise not occur. The Power Plant is projected to increase the City's revenue by several million dollars in annual taxes and redevelopment of surrounding areas.

### Bass Pro Shops Outdoor World

You have heard the name before, but what will Bass Pro Shops Outdoor World do for Hampton? If you have ever been to a Bass Pro Shop you know how exciting this facility is. It's innovative, interactive, and state-of-the-art. It's expected to attract 1.5 to 1.9 million annual visitors. Avid fishermen, hunters, campers, boaters, and anyone who enjoys outdoor activities come from



hundreds of miles to experience the interactive facilities. There are sixteen Bass Pro Shops locations across the United States to include Memphis, Cincinnati, Orlando, and Las Vegas. The Hampton Bass Pro Outdoor World is expected to be completed in fall of 2003.

### A Retail Entertainment Complex

In addition to Bass Pro Outdoor World the Power Plant will also include Five, Jake's Garage, Johnny Carino's Country Italian, SONIC Drive-In and the Lone Star Steakhouse and Saloon.

Five is an upscale nightclub with a state-of-the-art DJ booth, an amazing in-house light and sound system, and large dance floor.

Jake's Garage is a 25,000 square foot establishment that will provide a combination of great food and interactive games. In addition, Jake's Garage will host live entertainment, similar to the House of Blues.

Johnny Carino's Country Italian offers an authentic country Italian dining experience to include antique framed family pictures, Italian murals, wood and stone walls, colorful wooden chairs, and small intimate dining rooms, offering booth and table seating. Carino's open kitchen environment and exhibition cooking creates a warm, country atmosphere that complements the family-style, value dining.

At SONIC Drive-In Restaurants Carhops still deliver food at the "speed of sound" right to the customer's car. SONIC boasts made-to-order American classics like burgers and malts, signature menu items like Extra-Long Cheese Cones and Chocolate Cream Pie Shakes and heaping helpings of fun and personality.

Lone Star Steakhouse and Saloons are mid-priced, full-service, casual dining restaurants that serve mesquite grilled steaks, ribs, chicken, and fish. The exciting and vibrant atmosphere created by the "Texas Roadhouse" ambience is enhanced by upbeat country western music and neon signs. The decor includes plank wooden floors, dim lighting, flags and other Texas memorabilia, all of which enhance the casual dining experience. Lone Star is further distinguished by its high quality, USDA choice-graded steaks which are hand-cut fresh daily at each restaurant and mesquite grilled to order. Meals are served in generous "Texas-sized" portions.

As you can see the Power Plant is shaping up to be quite an exciting retail-entertainment complex - with more to come!

For more information please visit the City's website at [www.hampton.gov](http://www.hampton.gov) and go to What's Hot or [hamptonretail.com](http://hamptonretail.com). Stay tuned for future announcements.

## Hampton News at Your Computer



You obviously already read the City Page. That's great! Hopefully you feel like the semi-monthly City page keeps you abreast of information about the City of Hampton.

However, there are other ways to keep in touch with what's going on in Hampton. eNews is an E-mail subscription service that is free-of-charge and a great way to get up-to-date news on Hampton right on your computer.

### Choose Your News

You can choose the topics you receive information on. Information on business, events, neighborhoods, the Hampton Roads region, good government, race relations, and schools are among the topics you can choose from. Pick one topic or every topic - it's up to you.

### Daily Information

An eNews message is sent out Monday through Friday to at least one topic area. The messages are typically two to three paragraphs in length. Short and to the point with contact information or a web address to get more information.

### Privacy

Your E-mail address is not shared with anyone. The City only uses your E-mail address for sending eNews.

### Emergency

In the event of an emergency, eNews is one of the avenues that will be used to communicate between the city and the public. Subscribing to eNews will help you get the information you need right away.

### Sign Up Now

It's easy to sign up. All you have to do is go to [www.eneews.hampton.gov](http://www.eneews.hampton.gov) and click on subscribe. Then you fill in your E-mail address, first name, and street (the street is requested so you can be notified of construction in your area).

So what are you waiting for? Get on your computer now and sign up for eNews!

## New Buckroe Beach Park

The ground has been broken and the creation of 55 Buckroe is underway!

The 55 Buckroe is a community funded playground that will be open to all children in April 2003.

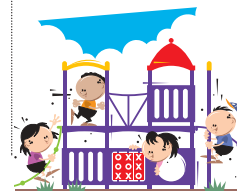
The Friends of Buckroe Beach Park, a subcommittee of the Buckroe Civic Association, is the committee that was created to implement the playground idea. Through fundraising, selling personalized fence pickets and brick pavers, soliciting businesses for donations, and a Neighborhood Improvement Grant, the playground is becoming a reality. So far over \$170,000 has been raised!

The City of Hampton has played a vital role too. City Council approved the playground in the spring of 2001. After the approval a number of City departments, including the Parks and Recreation Department and the Neighborhood Office, have supported the project.

In addition, the community has come together to assist in the creation of this new playground. In February the staff, PTA, kids and parents of Jones Magnet Middle School agreed to help build the fence and shovel mulch, as well as continue to keep the 55 Buckroe clean.

This project is a wonderful example of the successful cooperation between the City, local businesses, civic organizations, and Hampton neighborhoods.

For more information on the new playground please visit [www.buckroeplayground.com](http://www.buckroeplayground.com) or write to FBPP, P.O. Box 3621, Hampton, VA 23663.



## Unity Awards 2003 Luncheon

On Thursday, February 20, the Hampton Citizens' Unity Commission honored six awardees for their efforts to foster understanding and respect for racial and cultural harmony in Hampton. Award recipients were Barnes & Noble Booksellers, Burbank Elementary School, The Mariner's Museum, Peninsula READS, and Thomas Nelson Community College.

Harriet Storm received special recognition. Harriet was recently named "Citizen of the Year 2002" by the Daily Press. Harriet serves as member of the Ad Hoc Leadership Group of the Citizens' Unity Commission and has been involved with and supportive



of the work of the Citizens' Unity Commission for several years.

The mission of the Citizens' Unity Commission is to foster understanding and

respect for racial and cultural harmony in Hampton. The Annual Unity Awards Luncheon is one way in which the Citizens' Unity Commission can bring recognition to those individuals and organizations that work for better racial and cultural relations in our community. For more information about the Unity Awards or the work of the Citizens' Unity Commission, please visit the What's Hot section of the City webpage at [www.hampton.gov](http://www.hampton.gov) or call John L. Johnson, Executive Director at 728-3279.

## Emergency Tips

With all of the turmoil in the world today it is hard to know what to do to protect your family in the case of an emergency. While it is important to keep to your usual routine there are certain precautions you can take to prepare your home, office, and

family in the case of an emergency.

Some basic tips such as making a kit of emergency supplies, creating an emergency plan, and staying informed are some of the steps that are outlined on the website launched by the United States Department of Homeland Security.

For more information on how to be prepared in an emergency situation visit [www.ready.gov](http://www.ready.gov) or call 1-800-BE-READY.

Also, be sure to sign up for eNews ([www.eneews.hampton.gov](http://www.eneews.hampton.gov)) in order to get updates on your computer from the City of Hampton during an emergency.



March  
COMMUNITY  
EVENTS

### 8-9 MarketPro Computer Show

9:00 a.m.,  
Hampton Coliseum  
For more information visit  
[www.hamptoncoliseum.org](http://www.hamptoncoliseum.org)

### 12 City Council Meeting

7:30 p.m.,  
Council Chambers  
(8th Floor, City Hall)

### 15 St. Patrick's Day Festival for Children

11 a.m. to 4 p.m.  
on Queensway and King Street  
in Downtown Hampton  
This free event will feature games and activities, including a scavenger hunt, ring toss, moonwalk, strolling entertainers, and plenty of Irish food and music.

For more information call the Downtown Development Partnership at 727-1271 or visit [www.hamptoneventmakers.com](http://www.hamptoneventmakers.com).

### 15 Dump Your Household Chemicals

9:00 a.m. to 1:00 p.m.  
at 419 North Armistead Avenue.  
Proof of Hampton residency is required. For more information call 259-9850.

Find out what's going on in Hampton ... the topics you are interested in. Subscribe for free to Hampton's eNews: [www.eneews.hampton.gov/](http://www.eneews.hampton.gov/)

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